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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN

End Semester Examination – May, 2017

Program/course: BBA (FSM)

Subject: Consumer behaviour and market research

Code : BBCM-152

No. of page/s: 4

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

Section A (20 Marks)

Q1. Answer all questions. (4x2.5=10)

1. Define consumer behaviour.
2. What do you mean by marketing research?
3. What is attitude?
4. What is positioning?

Q2. Differentiate between the following: (2x5= 10)

- a) Attitude and learning.
- b) Snowball sampling and judgment sampling.

Section-B (20 Marks)

Q3. What do you mean by culture? How marketers can use it for promotion of their goods. (10)

Q4. What do you understand by primary data? Explain in detail the various sources of Primary data? (10)

Section-C (30 Marks)

Q5. What do you understand by Country of origin effect? Explain in brief. (10)

Q6. What do you understand by targeting? Explain in brief the targeting strategies for local vs global market. (10)

Q7. What do you mean by social class? How company can target consumers on the basis of social class. Explain with examples. (10)

Section-D (30Marks)

Q8. What do you mean by diffusion of innovation? How it can be used by marketers. (15)

Q9. What do you mean by research process? Differentiate between Qualitative vs Quantitative Research. (15)
